DAVIE COUNTY

AGING PLAN



2019 - 2024

Davie County is a caring and compassionate community that focuses on ensuring a high quality of life for its citizens, for all lifestyles and across each phase of life.

Davie County Leadership has taken the forward looking approach to commission the development of a long-range plan that focuses on the evolving needs of our county's growing aging population.

When actualized, this plan will provide the framework and the motivation for our citizens to age with greater choice and confidence in Davie County.

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Introduction

The 2019 - 2024 Aging Plan for Davie County is intended to provide a framework for the future of aging in Davie County. This represents a collaborative effort of individual citizens, representatives from the business and nonprofit communities, and service providers from both the public and private sectors.

Davie County, like the state and country, is aging. Already, the number of people in Davie County under age 18 is less than the number of people age 60 years and older. Declines in birth rates over the past 50 years mean that many older adults do not have children or other family members to help with their care as they age. Additionally, it means that there will be fewer working-age people in the general workforce (and the healthcare workforce) available to fill the jobs of caregiving to support older adults. The fact that more than a fourth of Davie's age 65+ people live alone and more than a fifth are at 199% of the poverty level, raises heightened concerns about their well-being over the years.

With this in mind, Davie County Senior Services took the lead on a nine month process in creating an Aging Plan for the next five years. In order to gather information, personal interviews were conducted with fourteen key stakeholders around the county. Over a period of one and half months, surveys were conducted and six focus groups, called *Community Conversations*, were held around the county to gather public input.

Once the information was gathered, a steering committee made up of representatives from the Senior Services Advisory Council and the Davie County Aging Services Planning Committee met to assess, streamline and prioritize the areas of focus. Five areas were chosen: Communication Strategy, Health for the Aging Population, Transportation, Housing, and Financial Well-being.

The steering committee secured community volunteers to serve in workgroups for each area of focus. Workgroup members met over a three month period to develop goals, objectives and strategies for each area.

Introduction

While the groups each worked on their particular area of focus, many themes emerged that transcended various work groups. Once the workgroup meetings were complete, a smaller team convened over the next month to gather all information into one master plan. For simplicity of the final plan, those multi-faceted themes were streamlined into one specific area of focus, rather than repeating under several areas.

The Davie County Aging Plan is meant to be a living document. Although the plan is for five years, it will not go untouched until then. Workgroups are expected to meet on a quarterly basis during the first year, or as needed, in order to discuss the goals, evaluate progress in meeting these goals and revise whenever necessary. In years two through five, workgroups will meet on a semi-annual basis to continue to monitor progress, refine goals and update the plan.

The success of this plan depends on continued collaboration and community involvement over the next five years. The participation of a variety of community members and organizations is critical for the goals and objectives to be met. By working together, Davie County can build capacity to support our aging population and ultimately improve the quality of life for all residents.

For questions about the Aging Plan or to become involved in fulfilling the goals and objectives outlined, please contact Davie County Senior Services at 336-753-6230.

Demographics

Davie County is aging. As shown in the charts below, by 2037, Davie's percent of people age 60 and older will be higher than the state's percent. In addition, Davie's age 60+ will represent the largest segment of the total population at 32%, growing at a rate of 49% over the next 20 years.

DAVIE COUNTY

Ages	20	17	2037		% Change
	#	%	#	%	(2017-2037)
Total	42,686		52,831		24%
0-17	8,591	20%	10,043	19%	17%
18-44	13,235	31%	15,627	30%	18%
45-59	9,422	22%	10,067	19%	7%
60+	11,438	27%	17,094	32%	49%
65+	8,403	20%	13,820	26%	65%
85+	991	2%	1,993	4%	101%

NORTH CAROLINA

Ages	20	17	2037		% Change
	#	%	#	%	(2017-2037)
Total	10,283,255		12,684,352		23%
0-17	2,312,886	23%	2,606,213	21%	13%
18-44	3,658,073	36%	4,419,187	35%	21%
45-59	2,072,070	20%	2,304,524	18%	11%
60+	2,240,226	22%	3,354,428	26%	50%
65+	1,617,993	16%	2,660,084	21%	64%
85+	181,695	2%	382,686	3%	111%

Demographics

The chart below shows the characteristics of older adults in our county. Of special note is the following:

- More than a fifth (22%) of Davie's older adults age 65+ live at 199% of the poverty level. For a family of two, this equates to approximately \$2,818 per month in income. For a family of one, it is approximately \$2,082 per month in income.
- A fifth (20.4%) of those age 65+ are veterans.
- Slightly more than a tenth (11%) of those age 65+ are in the labor force, which means that 89% rely on retirement income alone.
- Slightly more than a fourth (26%) of Davie's older adults age 65+ live alone.

	% of Older	% of Older
Characteristics of Adults	Adults in	Adults in
Ages 65+ 2017	Davie County	North Carolina
Ethnicity / Race		
White	94.30%	80.40%
Black or African American	5.10%	16.30%
American Indian and Alaska Native alone	0.00%	0.90%
Asian alone	0.00%	1.30%
Some other race	0.00%	0.40%
Two or more races	0.50%	0.60%
Hispanic/Latino	1.00%	1.80%
Poverty		
Below 100% of the poverty level	6.30%	9.40%
100% - 199% poverty level	22%	22.40%
Other Characteristics		
Veterans	20.40%	19.70%
In labor force	11.00%	16.20%
Living Alone	26.10%	26.60%
Have less than a high school diploma	16.40%	18.60%

Communication Strategy

An overarching communication strategy is critical to engage and empower our community to make informed decisions and easily access appropriate services and support systems. The ideal strategy will build upon what is already in place and utilize new ideas, evolving technology, and a shared vision among many different organizations.

Goal 1:

Design an approach to engage the community using both traditional methods and emerging technologies.



Objective 1.1. Coordinate outreach efforts among many agencies in order to avoid duplication of effort. Costs would be shared by participating agencies.

Strategies:

- 1.1.1. Develop coordinated printed publications, such as newsletters or flyers, that discuss available resources across many organizations.
- 1.1.2. Coordinate with various agencies to utilize radio / television venues, perhaps with a regular time slot to discuss aging issues.
- 1.1.3. Develop marketing videos that represent various agencies who provide services to older adults.

Objective 1.2. Ensure that communication channels have the ability to adapt to emerging technologies.

- 1.2.1. Work with county/town/organizations to ensure that websites are coordinated, compatible, and user friendly for mobile devices.
- 1.2.2. Work with students, interns or volunteers to develop apps as an effective communication tool.
- 1.2.3. Take advantage of text alert systems for communication of information.

Objective 1.3. Using effective communication strategies, increase emergency preparedness among older adults.

Strategies:

- 1.3.1. Create emergency preparedness checklists to make available at various locations.
- 1.3.2. Increase educational seminars regarding preparedness.



Goal 2:

resources to ensure information about programs and services for older adults is disseminated to the public.

Objective 2.1. Update Community Resource Guide for Older Adults

- 2.1.1. Utilize multiple avenues for distribution including fire departments, sheriff's office, town agencies/entities, churches, and community events.
- 2.1.2. Use informational sheets or rack cards to promote specific services in the guide.
- 2.1.3. Utilize emerging technology as a delivery vehicle.
- 2.1.4. Use various groups, committees, or interns as resources for updates.

Objective 2.2. Network with various liaisons/ambassadors within the community who have frequent contact with older adults, their families and caregivers.

Strategies:

- 2.2.1. Schedule and hold events with these liaisons, at a frequency determined by the group.
- 2.2.2. Educate liaisons on where to direct people for help in obtaining information about various services.

Objective 2.3. Promote existing informational referral networks such as 211, NCCare 360, etc.

Strategies:

- 2.3.1. Meet with parent organizations of referral networks to discuss challenges of systems and offer suggestions for improvement.
- 2.3.2. Choose the most effective referral network(s) to promote.
- 2.3.3. Use contact with various agencies when updating resource guide as an avenue to encourage them to enter/update information into the referral networks.



Goal 3:

Enhance the infrastructure in place to be able to communicate effectively about resources available across our community.

Objective 3.1. Enhance marketing/communication capabilities within the county to ensure that marketing efforts are consistent and meaningful.

Strategies:

3.1.1. Seek out ways to fulfill this capability. Possibilities include use of interns, students at Davidson County Community College and Davie High School, or grant funds for a paid position.

- 3.1.2. Look for ways to tie into Bermuda Run's designation as a retirement destination to seek funding.
- 3.1.3. Potentially extend the services, at a reasonable fee, to a variety of non-profit organizations who do not have funds to employ their own marketing manager.

Objective 3.2. A multi-agency group will represent the collective impact of communication as it relates to aging topics.

Strategies:

- 3.2.1. Identify existing groups and their capabilities to meet the objective, or form a new group if necessary.
- 3.2.2. Define clear expectations and responsibilities of group to ensure the effectiveness of a collaborative effort.
- 3.2.3. Equip group with the information and training needed to achieve objective.

Objective 3.3. Enhance volunteer coordination capabilities within the county to ensure that recruitment, retention and placement of volunteers is an intentional effort.

Strategies:

3.3.1. Seek out ways to fulfill this capability, with the ideal scenario being a person to serve as a Volunteer Coordinator. Possibilities to fill the role include use of interns, a higher skill level volunteer, or grant funds for a paid position.

Health for the Aging Population

Healthy communities recognize that older adults should be empowered to develop and maintain optimal health by focusing on prevention efforts, accessibility of health care, and seeking out new efforts to improve health. The ideal plan to optimize health incorporates varied social opportunities as a key component to maintaining and/or improving health.

Goal 4:

Provide activities and services that encourage older adults to engage in efforts that promote healthy living.

Objective 4.1. Increase number of people who participate in health screenings.

- 4.1.1. Develop awareness campaign to promote the importance of receiving health screenings.
- 4.1.2. Offer increased number of screenings in the community at places such as Senior Services, churches, and food banks.
- 4.1.3. Expand outreach about screenings/chronic conditions to other populations, including younger adults who are still in the workplace and the Intellectual Development Disability population.
- 4.1.3. Ensure follow up information and/or educational seminars are offered in conjunction with screenings.



Objective 4.2. Strengthen, promote, enhance and expand programs and services that promote both health education, as well as socialization among older adults.

Strategies:

- 4.2.1. Take advantage of technological options to allow those who don't wish/ are not able to travel to participate in programming. Options may include: telephone conferencing, webinars, YouTube, and recorded seminars on DVD's or broadcast on local cable channels.
- 4.2.2. Provide 30 minute radio talk or tv spots regarding health information.
- 4.2.3. Increase number of speakers/lunch & learns regarding health at Senior Services.
- 4.2.4. Increase number of evidence based classes taught in the county.
- 4.2.5. Increase mobile programming in agencies that provide programs for older adults.

Objective 4.3. Decrease suicide rate among older adults in Davie County.

- 4.3.1. Create a promotional campaign to remove stigma about seeking help.
- 4.3.2. Create an educational campaign regarding help and support for those contemplating suicide.
- 4.3.3. Increase training for 911 operators on how to talk to callers who are threatening suicide.



Goal 5:

Increase accessibility and availability of existing health care opportunities.

Objective 5.1. Increase access to the Programs of All-Inclusive Care for the Elderly (PACE) program.

Strategies:

- 5.1.1. Help to promote and advertise in order to increase awareness of program.
- 5.1.2. Hold informational sessions regarding PACE in the community, including at Senior Services.
- 5.1.3. Support, if feasible, an expansion of the program into a facility in Davie County.

Objective 5.2. Increase availability and access to support groups.

Strategies:

- 5.2.1. Identify and promote existing support groups (e.g. Alzheimer's, Mental Health, Grandparents Raising Grandchildren).
- 5.2.2. Gather information about current and emerging needs for other groups.

Objective 5.3. Support and promote Senior Services' Family Caregiver Support Program.

Strategies:

5.3.1. Increase educational topics for things such as hands-on skills and preparation strategies to support/prepare family caregivers.

Objective 5.4. Advocate for and support the Med Assist program to be offered annually in Davie County.

Strategies:

5.4.1. Expand with more screenings, educational exhibits, and information.

Objective 5.5. Increase awareness and access to case management services.

Strategies:

- 5.5.1. Advocate/allocate additional staffing and/or funding for the Options Counseling program through Senior Services.
- 5.5.2. Investigate innovative, nontraditional methods to provide case management services.

Objective 5.6. Improve formal process and contingency planning of welfare checks conducted by Emergency Services in times of emergencies/weather situations.

- 5.6.1. Incorporate a release statement into intake packets for Meals on Wheels and Home Health requesting consent to give emergency personnel information during times of emergency/weather.
- 5.6.2. Law enforcement and fire departments work together to conduct welfare checks.

Goal 6:

Advocate for new resources to become available in Davie County in order to help the community maintain/improve health.



Objective 6.1. Support an Adult Health Clinic in Davie County.

Strategies:

- 6.1.1 Supporting agencies will write a letter of support for Federally Qualified Health Center Services (FQHC) to address adult primary care and other specialty clinics for the aging.
- 6.1.2 Supporting agencies will promote adult primary care and other specialty care clinics offered by Health and Human Services (HHS) and its FQHC partner when available.
- 6.1.3 Division of Aging and Adult Services will promote transportation services and serve as transportation pick-up site for adults needing to participate in adult primary care or specialty clinics offered by HHS and its FQHC partner when available.
- 6.1.4. Community partners will collaborate with FQHC to offer mobile clinics.

Objective 6.2. Implement Project Lifesaver Program, a GPS tracking service for at-risk older adults and children, in Davie County.

Strategies:

- 6.2.1. Research will be conducted regarding costs, funding sources and successes in other counties.
- 6.2.2. Senior Services will partner with law enforcement to start with a pilot program, expanding as needed.

Objective 6.3. Advocate and support the exploration of bringing Community Paramedics program and/or Convalescent Transport program to Davie County.

- 6.3.1. Work with community partners to track community needs as they relate to Community Paramedics/Community Transport.
- 6.3.2. Seek out potential funding sources for these programs.

Transportation

Communities with an effective transportation program are ones in which citizens are able to access desired services, programming, employment and engagement opportunities in a safe, efficient manner.

Goal 7:

Citizens will be aware of transportation options available in Davie County.



Objective 7.1. Increase marketing efforts for transportation options in Davie County.

Strategies:

- 7.1.1. Provide educational seminars on how to utilize public transportation through *Bus Riding 101* seminars held regularly at Senior Services, housing complexes, churches, etc.
- 7.1.2. Distribute information about transportation to ministers and first responders.
- 7.1.3. Use DMV as a resource to give out information about transportation services, particularly to those who cannot renew their license.
- 7.1.4. Recruit volunteers, perhaps Early College students, to ride along with first-time riders in order to decrease anxiety.

Objective 7.2. Improve awareness of circulator bus route operated by Yadkin Valley Economic Development District, Inc. (YVEDDI).

- 7.2.1. Engage YVEDDI to employ additional marketing strategies for the circulator route such as marketing more to younger people, promoting at popular restaurants and community establishments, and updating the schedule to reflect current stops.
- 7.2.2. Engage YVEDDI to make circulator route more visible to consumers by doing things such as securing signage/benches for the route and changing circulator bus signage or colors to make it stand out more.

- 7.2.3. Engage the community to help market the route by having Mocksville Town Board members and Mocksville Police Department ride the route and using that in a publicity campaign.
- 7.2.4. Recruit local churches to provide transportation to nearest Circulator stop in order to increase transportation outside Mocksville city limits.
- 7.2.5. Promote circulator route more by having bus parked in prominent locations/stops on weekends with a banner that says "Did you know I stop here every weekday?" and/or with a box that holds schedules and stop information.



Goal 8:

Implement processes to improve and enhance existing transportation options, making them more accessible and easier to use.

Objective 8.1. For those patients dependent upon YVEDDI for transportation needs, help train medical office staff to schedule those appointments at a time that corresponds with the transportation schedule.

Strategies:

- 8.1.1. Engage YVEDDI to hold a program or presentation to medical professionals twice a year to make them aware of service limitations.
- 8.1.2. Utilize Chamber Connection to advertise the educational programs.

Objective 8.2. Simplify reservation process for YVEDDI.

- 8.2.1. Have more county commissioner involvement on YVEDDI Board.
- 8.2.2. Create a focus group to have input into reservation process.
- 8.2.3. Encourage more staff training for YVEDDI front line staff.
- 8.2.4. Encourage YVEDDI to change website to be more county specific.

Housing

An effective housing plan for a county is one in which older adults are empowered to remain independent and age in the place of their choice with appropriate services and support. Choices along the housing continuum are imperative.

Goal 9:

Increase awareness of housing issues in Davie County among the stakeholders in an effort to improve choice, quality, and affordability of housing options.



Objective 9.1. Encourage any economic development initiatives to consider housing options as part of decisions regarding new business and industries.

Strategies:

9.1.1. Collect and make available data such as waiting list numbers for current housing complexes, and stories of struggles and successes regarding housing.

Objective 9.2. Educate the public about housing options throughout the stages of life, emphasizing the importance of accessibility, safety and maintenance.

- 9.2.1. Offer increased number of educational events at Senior Services, library, and senior housing complexes.
- 9.2.2. Senior Services to offer Senior Expo approximately every other year to showcase agencies, organizations, etc. that provide housing and services to seniors.
- 9.2.3. Work with organizations such as the Advocacy Center to gather a comprehensive listing of available housing assistance.



Goal 10:

Ensure that appropriate supportive services are in place to enable older adults to stay in their own home as they age, if that is their choice.

Objective 10.1. Expand and improve access to home repair volunteers and programs.

Strategies:

- 10.1.1. Encourage coordination among churches that offer programs with Faith Health & Blaise Baptist Church taking the lead on this effort.
- 10.1.2. Find skilled tradesmen (roofers, plumbers, etc.) to volunteer for a day of service at least twice a year.
- 10.1.3. Hold supply drives for use by volunteer home repair projects.
- 10.1.4. Encourage local businesses to offer discounts or donations of supplies for use by volunteer home repair projects.

Objective 10.2. Enable more people to remain in their home with the help of supportive services.

- 10.2.1. Advocate for increased funding for services such as meals on wheels, home health, etc.
- 10.2.2. Promote and educate the public about the availability of these supportive services.

Financial Well-Being

Strong communities recognize that financial well-being in older adults is essential. To help achieve this, it is important to provide ample opportunities for education about financial matters, as well as resources to assist citizens in improving their day-to-day financial habits and maintaining their financial resources for the long term.

Goal 11:

Increase and enhance the opportunities that exist for education about financial health (long-term) and hygiene (day-to-day).



Objective 11.1. Create a more educated consumer by offering educational opportunities that are meaningful and relevant to all ages to help with financial well-being.

- 11.1.1. Increase number of seminars targeting older adults as places such as Senior Services, library, senior housing complexes, etc.
- 11.1.2. Encourage increased outreach efforts by financial community.
- 11.1.3. Develop a volunteer committee of financial "experts" to develop, deliver and promote various curricula to address target areas and audience.
- 11.1.4. Encourage churches to offer a money management program.
- 11.1.5. Encourage expansion of money management classes/program to all schools.

Objective 11.2. Use education as a tool to reduce overpayment of medical bills, and reduce incidents of fraud and scams among older adults.

Strategies:

- 11.2.1. Approach educational component of scams as an effort to make people more discriminating thinkers, not just focused on the current scam.
- 11.2.2. Implement an immediate communication system, such as county's Everbridge system, to provide outreach about current scams.
- 11.2.3. Increase awareness of Seniors' Health Insurance Information Program (SHIIP) by speaking at civic groups, targeting family members of Medicare recipients, and securing volunteers who can do presentations on behalf of SHIIP.

Objective 11.3. Use education as a tool to reduce food insecurity among older adults.

Strategies:

11.3.1. Provide education regarding Supplemental Nutrition Assistance Program benefits and other food assistance services to Senior Services' nutritional clients who indicate on the intake form that there is not always enough money to buy the food they need.

Objective 11.4. Promote and encourage end of life planning, and look for ways to expand funding for such efforts.

- 11.4.1. Create flyer or questionnaire regarding importance of advance directives and make available at various locations, online, etc.
- 11.4.2. Encourage county attorneys (or Young Lawyers Division League) to offer a pro-bono day to offer time to complete these advance directives.
- 11.4.3. Expand Senior Services Legal Aide program (which provide grant funds to create these documents) by seeking out donations to fund target groups such as veterans.

Goal 12:

Increase opportunities for older adults to supplement their income and keep their income safe from scammers.

Objective 12.1. Increase opportunities for older adults who wish to work to be able to find employment.



Strategies:

- 12.1.1. Increase number and promotion of job fairs, particularly those desiring older workers.
- 12.1.2. Increase promotion of Senior Community Service Employment Program, which provides part-time community service training positions to low-income persons age 55 and older.

Objective 12.2. Implement solicitation license process for the county.

- 12.2.1. Require all solicitors in the county to register prior to going door to door.
- 12.2.2. Conduct background check on all who register.
- 12.2.3. Issue badge for solicitor to wear that includes a QR code. This code will be able to be scanned by person whose home they go to in order to verify the legitimacy of the solicitor.
- 12.2.4. Include educational component for teaching people how to use QR code.

With thanks and appreciation we wish to acknowledge the following people who helped to create this plan:

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